<u>AMENDMENTS TO THE CLAIMS</u>

1. (previously presented) A network system comprising:

a plurality of service-option resources each having a respective numerical network address;

an address server storing said numerical network addresses and a respective logical name corresponding to each numerical network address, said address server responding to queries by providing a numerical network address corresponding to a logical name contained in a respective query;

an authorization server storing respective user profiles for identifying service-option resources to which each one of a plurality of users are authorized to use; and

a plurality of service selection gateways coupled to said service-option resources, said address server, and said authorization server, each service selection gateway 1) receiving user traffic from a respective user directed to a nominal destination, 2) determining if said user traffic directed to said nominal destination should be redirected to a respective logical name corresponding to one of said service-option resources in response to a respective user profile, and 3) querying said address server for a respective numerical network address for redirecting said user traffic according to said respective logical name.

2. (previously presented) The network system of claim 1 wherein said numerical network addresses are comprised of IP addresses.

3. (previously presented) The network system of claim 1 wherein said service-option resources include subscription services and wherein said network system further comprises a service selection dashboard through which said users obtain authorization for said subscription services.

4-7. (canceled)

8. (previously presented) A method of forwarding user traffic in a computer network including a plurality of service-option resources each having a respective numerical network address, said method comprising the steps of:

assigning a logical name corresponding to each of said numerical network addresses;

storing each of said numerical network addresses with its respective logical name in an address server;

storing respective user profiles for identifying service-option resources to which each one of a plurality of users are authorized to use;

receiving at a service selection gateway user traffic from a user in the form of a packet having a nominal destination;

determining a respective logical name to which said packet should be redirected in response to a respective user profile;

said service selection gateway querying said address server for a respective numerical network address corresponding to said respective logical name;

said address server responding with said respective numerical network address; and

said service selection gateway redirecting said packet to said respective numerical network address.

9. (canceled)

10. (original) The method of claim 8 wherein said numerical network addresses are comprised of IP addresses.

11. (original) The method of claim 8 further comprising the step of directing said user to a service selection dashboard for configuring said user profile.

12-15. (canceled)

16. (new) The network system of claim 1 wherein said service-option resources include at least one firewall resource.

17. (new) The network system of claim 1 wherein said service-option resources include at least one virus-scanning resource.

18. (new) The network system of claim 1 wherein said service-option resources include at least one content-filtering resource.

19. (new) The network system of claim 1 wherein said service-option resources include at least one walled-garden resource.

20. (new) The method of claim 8 further comprising the steps of:
reconfiguring said service-option resources, resulting in changed numerical network addresses; and
modifying said stored numerical network addresses on said address server;
whereby said service selection gateway continues to redirect said packets to a correct numerical network address after said reconfiguring step without requiring any changes to said service selection gateway.

21. (new) The method of claim 8 wherein said service-option resources include at least one firewall resource.

22. (new) The method of claim 8 wherein said service-option resources include at least one virus-scanning resource.

23. (new) The method of claim 8 wherein said service-option resources include at least one content-filtering resource.

24. (new) The method of claim 8 wherein said service-option resources include at least one walled-garden resource.